Optimized Application Experiences

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Optimized Application Experiences

Cloud Native Platform
Automation and networking for modern architectures

Full-Stack Observability
Visibility across the full-stack from API through bare metal and across hybrid, multicloud environments
Growth Opportunity

$36B
Optimized Application Experiences

$28B Expansion
- Full Stack Observability
- Cloud Native

$8B Current
- Application Monitoring
Meeting the needs of Developers

**Digital, app-centric world**
Digital business depends on application developers, who are increasingly important and influential in IT decisions.

**DevSecOps practices blur the lines between teams**
Developers, SREs, Platform Ops, and Security teams need to collaborate closely.

**Automation, networking, and security**
Full-stack developers need to manage infrastructure (IaC), the network (service mesh), and application security.

**Tools to support developers**
IT and Security teams need to ensure security and enforce policy without slowing down development velocity.
Move to Cloud Native

- Is a shift in how applications are developed and operated
  - Modern apps are a mesh of microservices

- Unlocks scalability, velocity, and flexibility
  - Rapidly deliver seamless digital experiences at mass scale

- IT stack evolves for cloud native applications
  - Across connectivity, security, automation, and the underlying infrastructure; deployed on-prem, at the edge or in the cloud

- Cloud native brings complexity, and will co-exist with traditional apps
  - New challenges that IT teams and developers must manage to realize the benefits
Cloud Native Platform
Foundational platform for containers and infrastructure as code (IaC)

- Next-generation private cloud architecture for modern cloud native workloads including container-native virtualization
- Delivering multicloud, production-grade, upstream Kubernetes
- Native integrations with AWS, Azure and Google Cloud
- Automatically deploy apps and infrastructure, extending the speed and agility of public cloud tools to private cloud and data centers

Application Networking
Connect, discover and manage microservices

- Discovery and connectivity of APIs from L7 services through L3 services
- Multi-mesh control bridges heterogenous meshes
- Deep application layer visibility, e.g., even at the SQL transaction layer
- Bridge traditional event-driven architectures to cloud native

Application Security
Security at development time and application runtime

- Security of APIs regardless of API provider, and regardless of technology (traditional or cloud native)
- Seamless API security embedded in favorite IDE, to deployment, to runtime
- Policy management that includes security and geofencing rules
- Ability to deep-inspect secure API traffic and reconstruct API specifications
A LIFELINE TO NORMALITY

Digital Services

30% INCREASE COMPARED WITH 2 YEARS AGO

Source: The App Attention Index 2021, AppDynamics.
The big challenge is cutting through the volumes of data to identify root causes of performance issues. 85% wrestle with overwhelming data noise. 96% anticipate negative consequences for their business.

Source: Agents of Transformation 2021, AppDynamics
Who Takes The Rap for The App?

- DevOps & AppOps
- NetOps
- InfraOps
- SecOps
THE APP LANDSCAPE IS COMPLEX...
Full-Stack Observability from Cisco

Full-Stack Visibility
Observable & Optimizable Technology Stack

Full-Stack Insights
Application & Business Insights Across Stack

Full-Stack Actions
Prioritized Remediations & Optimizations Across Stack
Full-Stack Observability Use Cases

Performance
- Hybrid Application Monitoring
- Modern (Cloud Native) Application Monitoring
- Customer Digital Experience Monitoring
- Application Dependency Monitoring

Optimization
- Hybrid Cost Optimization
- Application Resource Optimization

Security
- Application Security
Differentiated Solution with Business Context

**Visibility**
- Observable & Optimizable Technology Stack
- Application Performance, Services & Development
- Network & Internet
- DC Infrastructure & Clouds
- Security (Dev & Runtime)
- Business Outcomes & Transactions
- End User Experiences

**Insights**
- Application & Business Insights Across Stack
- End-to-end correlation & dependencies
- Shared common context of performance issues
- Prioritize issues with business and experience impact

**Actions**
- Prioritized Remediations & Optimizations Across Stack
- Transactions, Incidents, KPIs
- Application to infrastructure performance
- Cost and workload optimizations
- Application security detection & policy enforcement

Full-Stack actions for the business

*Cisco Investor Day 2021*
Enabled by AI/ML to Help Deliver Outcomes

**Performance**
- Dynamic baselining for issue alerts versus static thresholding
- Automatically identify root cause by looking at topological relationship
- Automate user journey mapping, with correlated performance data and internet insights
- Application Dependency Monitoring
- Predictive Analytics *

**Optimization**
- Proactively simulate optimization actions
- Size up or down hybrid cloud infra for performance and costs

**Security**
- Detect anomalies and threats, with data from security portfolio and App
- Baseline typical application behavior, build allowable policies instrumented in app runtime
- Secure in development; API security, Container security, Serverless security *

* roadmap
### Compelling Business Momentum

<table>
<thead>
<tr>
<th>PRODUCT DRIVEN Momentum</th>
<th>CUSTOMER Momentum</th>
<th>SUSTAINED Success</th>
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<tbody>
<tr>
<td>Cisco Secure Application for AppDynamics</td>
<td>AppDynamics used in all top 10 financial institutions globally</td>
<td>AppDynamics named 9-time Gartner Magic Quadrant Leader</td>
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<tr>
<td>Automatic setup of instrumentation for AWS Lambda in AppDynamics</td>
<td>AppDynamics used in top 5 telecommunications firms worldwide</td>
<td>AppDynamics named Gartner Peer Insight Customers’ Choice</td>
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<td>ThousandEyes integration with AppDynamics Dash Studio</td>
<td>175+ of the Fortune 500 are customers of ThousandEyes</td>
<td>55 NPS for ThousandEyes</td>
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<td>Six new Intersight services released in FY21 with 5+ planned for FY22</td>
<td>All 10 top US Banks use ThousandEyes</td>
<td>ThousandEyes has a 4.7 out of 5 Gartner Peer Insights rating</td>
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<td>Intersight platform enables groundbreaking startup ecosystem collaboration</td>
<td>Intersight reached 7K+ customers and 25K users in FY21</td>
<td>Intersight a leader in The Forrester Wave: Infrastructure Automation Platforms</td>
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<td></td>
<td>63% of Fortune 100 companies are Intersight customers</td>
<td>Intersight recognized as a Tech Innovator by CRN</td>
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Unique Assets
Coming Together
to Deliver
Full-Stack
Observability

- AppDynamics
- ThousandEyes
- Intersight
Breaking Down Silos Between the Teams
"Unlike other tools that simply tell you when something’s wrong, AppDynamics actually correlates data and alerts to help us proactively address the underlying causes of potential performance degradation before it affects the customer experience and, in turn, our bottom line."

Adam Rasner
Vice President of Technology Operations

"Our virtual infrastructure is the foundation of so many of our most essential, critical operations. With the combination of AppDynamics and Intersight, we have the ability to ensure app health and performance so we can react instantly to any change or alert that may impact the digital experience."

Chris Younger
Senior Vice President

"AppDynamics and ThousandEyes have completely reshaped our approach to troubleshooting and experience optimization. We can use tools like transaction snapshots, health rules parameters, and automatic error detection to zero in on and resolve problems or abnormal activities in both production and development environments without having to manually scour thousands of event logs or systems alerts."

Hari Vittal
Senior Engineer
### WHY WE WIN

<table>
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<tr>
<th>Integrated Full-Stack Solution</th>
<th>Differentiated Insights</th>
<th>Innovation &amp; Outcomes</th>
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<tr>
<td>Enabling visibility, insights and actions across the full stack from the API all the way to the bare metal, across all types of data and across hybrid, multicloud environment.</td>
<td>Depth and breadth of our portfolio coming together to offer a differentiated, powerful solution unlike anything else on the market - including our unique insights into network and security, as well as correlating business context with application performance.</td>
<td>Track record of innovation with observability and security coming together, powerful AI/ML models and a roadmap for predictive analytics. Helping to deliver outcomes including better revenue, enhanced brand reputation and higher customer satisfaction.</td>
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